

Showcasing classroom best practice, curriculum research, and business initiatives



MBA Conclave Curriculum and Teaching Conference

Sunday, June 20—Wednesday, June 23, 2010
Buckhead, Atlanta

The Nation's premier conference for building stronger Business Administration programs!

- **Fortune 1000** and innovative **entrepreneurs** share business strategies and best practice, including an up-close look at **what's next in today's economic climate**.
- More than **100 learning opportunities** focusing on classroom best practice, practical application of curriculum research, cutting-edge industry initiatives, and more.
- **Special conference strands focusing on:**
 - innovative **college** programs and initiatives
 - integrating **student organizations** (BPA, DECA, and FBLA)
 - using **Career Clusters research** for programs of study
 - **project- and problems-based** learning and teaching strategies
 - integrating **technology** throughout the curriculum
 - specialized programming for **entrepreneurship, finance, hospitality/tourism, management, and marketing** programs of study.
- **How-to sessions addressing** ***program marketing**, including student recruiting and repositioning strategies, *using **MBA curriculum**, including best use of LAP modules, ***new teacher** survival and planning strategies, *in-depth **projects** development, and *preparing for and using **formative** and **summative assessment**, including A•S•K certification opportunities, and ***project management techniques**, including project software.
- **Best practice** for using **in-school enterprise** to enhance learning across the curriculum.
- **Networking opportunities** with the nation's best business/marketing teachers; with national leaders from ACTE, BPA, DECA, FBLA, *MBAResearch*; High School of Business™ participants; and with local and state leaders, including supervisors and directors of leading programs nationwide.
- **Pre- and Post-Conference activities add value and opportunity for in-depth discussions!**

**Special Leadership
Academy strand for
supervisors, directors, and
nominated teachers**



Conclave is brought to you by:



For up-to-date information on conference presenters, workshops, academic credits, networking, and social events: www.MBAResearch.org → Conclave

MBAResearch is your not-for-profit center, working to grow the future of business and marketing education programs nationwide!

Not in the loop? Sign up for **Perspectives**. It's free at www.MBAResearch.org

112409-A

MBA Conclave Curriculum and

Complete conference details and detailed program

New to Conclave?

There's lots going on during Conclave. You'll find more than 100 different activities, sessions, events, and opportunities to network. For an easy-to-read overview, along with specific guidance on participating, please visit our web site: www.MBAResearch.org → Conclave → New to Conclave?

Who should attend?

The Conclave Curriculum and Teaching Conference is designed specifically for teachers and administrators of Career and Technical Education (CTE) programs in Business Administration, including those who focus on:

- Entrepreneurship
- Finance
- Hospitality/Tourism
- Management/Administration
- Marketing



Come Early, Stay Late:

- Braves Baseball
- Buckhead!
- CNN Center (tours)
- Georgia Aquarium
- MLK Center
- Stone Mountain
- World of Coca-Cola



The conference is designed to meet the needs of:

- High School Teachers
- Community/Technical College Faculty (Special track for college faculty)
- Supervisors and Directors
- Curriculum specialists
- Counselors interested in student opportunities
- Teacher Educators
- BPA, DECA, FBLA advisors

Get funded! Need help getting approval for travel funding? Get your share of your school's Stimulus and Perkins funds. Visit our web site for a statement of rationale to share with your administrators and other funding sources. Don't overlook opportunities for private sector funding. Many national organizations with a local presence offer small grants for a variety of education initiatives. And, be a presenter and receive an honorarium for your contribution. (See "call for presenters" on our web site.)



Bring the team! Schools and school districts are encouraged to bring a team of leaders interested in building stronger business administration programs. Bring your business education and marketing education faculty, counselors, curriculum specialists, advisory committee members, and local administrators responsible for business/marketing programs. Deep discounts: 30% discount for the third and all additional registrations from an individual school, OR 30% discount for the fifth and all additional registrants from a school district.

Teaching Conference

at www.MBAResearch.org → Conclave



Pre-Conference workshops:

(Additional being added. Check the web!)

- **What a Game!** Using brain-based research to understand motivational styles
An interactive session focusing on what motivates students, staff, and coworkers. Leave with your own "tool kit" for improving learning.
- **Do it all!** Seamless integration of your student organization
Tricks of the trade to easily incorporate CTSO leadership skills, competitive preparation, and career building activities into the classroom.
- **Make tech work for you!** Hands-on exploration of today's technology.
Several exploratory and how-to workshops address both business and instructional technologies and software.
- **Let go and let them learn!** True project-based learning at its best. Challenge your students to solve complex problems as you change your role to "coach."
- **Get it together!** Implementing the MBAResearch system. Piecemeal is too hard. Learn how to make best, comprehensive use of the research and materials.
- **A Festival of Top 40 Ideas**
(Recruiting, Community Ties, etc.)
- **The Sports Marketing Playbook:**
It's all about the projects.

NEW Post-Conference workshop:

Accredited and Certified! Join Jim Gleason for a strategic planning session focused on building a nationwide positioning and recognition strategy for comprehensive high school Business Administration programs.



Conference Registration:

\$359 member (\$499 nonmember), includes breakfast, breaks, luncheon, and **The Celebration** (Free! for registrations received on or before April 15).
Hotel room reservations: Unheard of room rates at the **Grand Hyatt Atlanta** in the heart of **Buckhead**. (\$129 single, \$149 double) This is a small, upscale Hyatt. Rooms are likely to sell out. Details on our web site.